TV Forecast

OCTOBER 1, 1949

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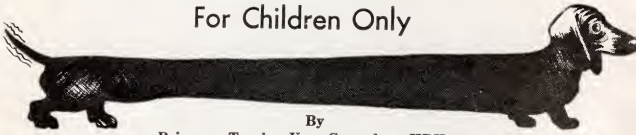

By
Princess Tascha Von Gmunden, HRH

GUTEN Morgen! I'm your new columnist, who will share this page every other week with Uncle Herbie the Giraffe. You'll see his picture in next week's edition.

If you're anything like my little children, Nipper, Plotz, Waddle and Otto, you really enjoy television shows like "Kukla, Fran and Ollie," "Uncle Mistletoe," and "Howdy Doody."

That's why we thought you'd also like a very special column about your very special TV programs, something for mom and dad to read to you at night before you're tucked in.

Maybe you're wondering how a dachshund like me can write? Well, it really isn't unusual, because my mother and father taught me. You see, they could speak English and German and French, and for years toured Europe with puppet shows. (That was before television.) Now I'm trying to carry on the family tradition of entertaining my favorite people, little people.

Only a few years ago I was in Europe just a homeless, hungry, and tired little "dachl" looking for a master. In answer to my prayers I met an American soldier who decided to take me back to Chicago. He laughingly called me his "war bride," and likes me even tho I have a name as long as my body.

My goodness, all this talk about myself. I must stop now, and visit some of your favorite stars so that the next time you see my picture at the top of the page there will be special news for you.

THE END.

THIS WEEK •

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Chicago TV Programs will be found on pages 20, 21, 24, 28, 29, 32, 33. WTMJ-TV on 19.

ON THE COVER

EDDIE CANTOR headlines an all-star variety show three times daily at the 2nd Annual TV Show Oct. 1 to 9 in the theater of the Chicago Coliseum. Veteran of stage, screen, radio and vaudeville, Eddie will salute the role Chicago is playing in manufacturing and selling electrical labor-saving devices. See story on page 9.

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Editor, Pat Kubicek
Program Editor, Patricia E. Moran
Advertising Sales, Lester Vihon
Promotionals, Roy V. Whiting
Business, Norbert F. Dompke
Production, John E. Groenings
Circulation, Thomas F. Ingram
Art Director, Herman H. Block

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CHICAGO—

Eyes of the nation will focus on Windy City all this week as we play host to 2nd annual television show at the Coliseum . . . Video constellations will be in large numbers . . . Persistent rumors of a TV ban on hockey have Chicago Blackhawk fans screaming . . . Coverage of home games would be one of the best buys a sponsor could get . . . A TV converter, shown here, could adapt present sets to color for less than $100, a manufacturer claims. Receiver, however, would reproduce color shows in black and white.

NEW YORK—

"She's a typical old-fashioned lady," says Milton Berle of his mother. "She sits by the spinning wheel most of the day. It has numbers on it." . . . Look for more of Meredith Wilson on TV. General Foods, his sponsor, likes him . . . Orchids to George Putnam for his interesting globe-trotting interviews of the average guy, seen on DuMont . . . Putnam thinks announcer of near-future must fly to scene, whether Berlin or New Delhi, then rush back to USA studio for telecast.

HOLLYWOOD—

Dana Andrews has his TV set installed on his cruiser. Antenna automatically points to Mt. Wilson, California landmark . . . Los Angeles fans want Buster Keaton on his own video show . . . Hollywood disc jockeys are popular on television, so popular one film company is producing "telemood" films to show while the jukebox plays . . . Mack Sennett studios here arranging for film test of Chub McCarthy, your Chicago critic. He's slated for tragic role, another that is.

—KID HOGAN

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Now offers home owners conversion of old 10″ sets to the new giant 16″ direct view pictures ALL MAKES— ALL MODELS

We unconditionally guarantee the G.E. picture tube for one year against normal service failure.

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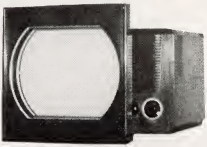
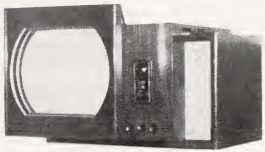
A small hard to see picture with possibly a service policy almost expired.



AFTER Your converted set looks like this

Giant 16″ direct view tube unconditionally guaranteed for one year.



Our conversion customers have our service available to them whenever required, by expert technicians with at least 2½ years television service experience.

This remanufacturing process by our cabinet makers matches the wood grain and coloring of your set, enhancing the styling and beauty of the cabinet.

(A converted set being used in booth No. 19 at the Television Show)

STEBBINS & STONE, INC.

Television-Electronic Engineering Service

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CHICAGO 14, ILL.

Meeting Ed Wynn Leaves One Silly

By PATRICIA COOPER

The Perfect Fool is just what he is. No one will deny Ed Wynn that title. No one could possibly keep up the fast pace this King of Jesters sets even after 47 years of show business. It's amazing, but even more noteworthy when we learn that this man of many costumes and gimmicks is out to upset television.

Wynn will be seen by Chicagoans for the first time on channel 4 this Thursday. He's a CBS-TV star now, anxious to show everyone his collection of 800 silly hats.

Grandma Cooper tells me she can remember seeing the Fool first step behind the footlights in 1902 in Norwich, Conn., where he played a 70-year-old clergyman for $12 a week in "Jim Bledsoe," a famous stock play in the 10, 20 and 30 cent repertoire. His duties also included passing out handbills to attract crowds to the company's performance in the New England states.

"With one of my throways, a lady could get in to see my performance for only 10 cents," Wynn recalls. "Otherwise she'd have been charged 20 cents."

It was in 1916 he reached full stardom in "The Passing Show of 1916," and from that point on the Fool played in 16 Broadway shows over a period of 27 years, dovetailing a radio career into his stage schedule.

But after spending an hour or so with Ed Wynn, listening to his many funny stories, I felt a bit silly myself. The guy's contagious!

Vets to View KFO Show

Kukla, Fran and Ollie, assisted by members of the Kuklapolitan Players will entertain veterans at the Chicago Marine hospital on October 3. This is one of several non-broadcast appearances scheduled by the troupe in the Chicago area.

AS IT SAYS ON THE LABEL:

"There Is Nothing Better in the Market"

Taste the whisky . . . and be convinced!

Enjoy that rich, elegant flavor tonight! It's the same, old-time, Old Forester goodness that set a standard for Kentucky Bourbons back in 1870! Once you've tasted its full-bodied fineness, we believe you'll agree, "There is nothing better in the market".

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Ultra, Exclusive "Over 50 Club" Charters Available Soon

By PAT COOPER

Now, at last, the Keeper of the Miles at *TV Forecast* announces this week that charter membership certificates for the ultra, exclusive "Over 50 Club" are being printed for qualified persons, and will soon be available.

Here is how subscribers get this handsome 8 x 11 inch membership card, free of charge. Whether you have written this magazine before or not, please send in name and address (together with 10 cents to cover the cost of mailing) and the Keeper will mail to your home an enlarged reproduction of the certificate shown on this page, ready for framing.

To qualify, a subscriber must have (1) received a station more than 50 miles distant of their home, or (2) be located more than 50 miles from the nearest TV station.

Here are some examples: the *Martin E. Hoeft* family of Maywood recently received KLEE-TV, Houston, Texas; *Chester Hudson* of Valparaiso, Ind., has picked up Detroit and Cincinnati; and the *George Winners* of Windfall, Ind., have viewed the test pattern of WTVJ, Miami, Florida.

There are stacks more—*Tom Ingram* of Lake Forest has received WLAV-TV, Grand Rapids, Mich.; *Louis H. Thomas* in Davenport, Iowa, daily receives Chicago; *John Sitar* of Joliet has viewed WLWC, Columbus, Ohio. *Gary Schulz* of Madison, Wis. recently sent us photos of WBZ-TV's test pattern while he viewed Boston, Mass. He's also received Schenectady, Miami and Baltimore.

KLEE-TV has been picked up by many of our readers, including *Edward Levy* of Chicago, *Frank Harvell* of Kenosha, Wis., *Mel and Bob Kaney* of Forreston, Ill., *John A. Weber* of Chicago, *D. E. Woolever* of Harvey, Ill., *Calvin W. Roulet* of Mundelein, Ill., and *J. W. Marsh, Jr.* of Cicero, Ill.

Mrs. Morrison S. Markwith of South Bend, Ind., is another Over 50 fan who has picked up Texas. Ditto for the following: *Joseph Van Tuyle, R. P. Anderson, Stan Conkar, Charles Novak,*

and *Harry E. Gentry*, all of Chicago. *Bernard Ranstead* of Aurora, Ill. has enjoyed telecasts from Detroit, while *Glenn Dundore* of Kirkland, Ill. has picked up Cincinnati and Milwaukee.

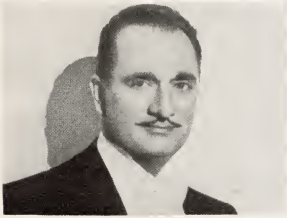
"Put me down as a long distance viewer," writes *Vern Lathrop* of Dundee, Ill. Vern received Dayton, Ohio. *Louise Owen* of W. Lafayette, Ind., wants to be a member of the "Over 1000 Miles Club," having received Boston, New York, Texas, Oklahoma City, and Miami.

William H. Nagel Jr. of Newaygo, Mich. is still another long-distance fan. The Nagels have viewed all the Chicago stations, with reception every night of the week. *Ray Schroeder*, who lives 170 airmiles from Chicago, gets good reception out in Wilton Junction, Iowa. *Rudy Grabner* of Hanna City, Ill., has recorded Miami, Boston, Milwaukee, and Schenectady in his log.

(*Continued on page* 29)

Breese and The Glenns at Coliseum Show

Showgoers to the 2nd Annual TV exhibition at the Coliseum Oct. 1-9 will be entertained by Lou Breese and his orchestra, in addition to the Eddie Cantor show. A feature act of the show will also include The Glenns, "Velveted Motion."



Breese has been seen and heard at the famed Chez Paree for more than six years, at the Chicago theater for more than four years, and has played for NBC coast-to-coast nearly seven years.

The Glenns, originators of ballroom balancing, come direct from an engagement at the Palladium in London. Their past appearances include performances throughout Europe, and theaters and hotels in New York, Chicago, Washington, D.C., and Miami.

Price of admission for the entire TV show this year is $1, including tax. Show hours are from 1 to 11 p.m. daily, including Sundays.

CHANNEL 7

SPORTS HIGHLIGHTS

FOOTBALL

Chicago Bears' Quarterback Show with Red Grange & Luke Johnsos

- - - - TUESDAY, 8:00 P.M.

"TOUCHDOWN"

Highlights of Week's Top Pro Games

- - - - FRIDAY, 7:00 P.M.

AUTO RACES

Thrilling Stock Car Races Direct From Gill Stadium

- - - - SATURDAY, 8:00 P.M.

BOXING

8 Fast Bouts

- - - - TUESDAY, 9:00 P.M.

WRESTLING

Announced by Wayne Griffin

- - - - WEDNESDAY, 8:00 P.M.

RESULTS & ANALYSIS

Pat Flanagan's

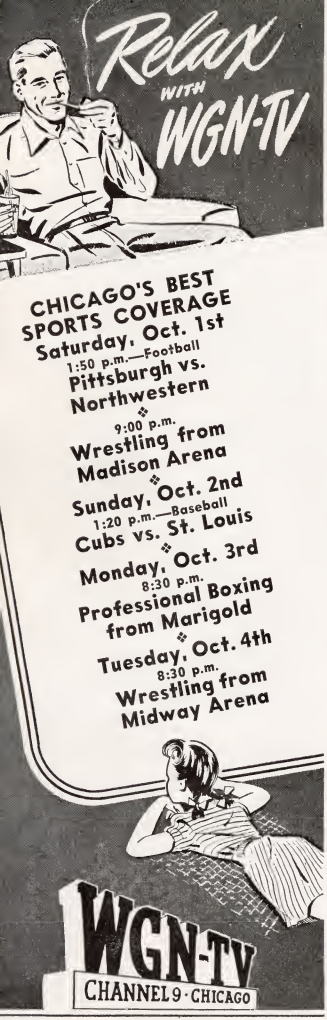
"FLANA-GRAMS"

Immediately Preceding Sign-off

- - - - - MON. THROUGH FRI.

WENR-TV

CHANNEL 7



DUMONT

KATHI NORRIS may call you Saturday night, Oct. 1 on WGN-TV's "Spin the picture," a DuMont network feature with a jackpot of prizes for the correct answers. Some of us will settle just for a phone call from this cutie.

Professional Boxing

Weekly professional boxing shows from Marigold Gardens will begin on WGN-TV, Monday, Oct. 3, 8:30 p.m. to conclusion. The telecast will eminate from the Marigold ring, and will be described by Jack Brickhouse, and Harry Creighton. Marigold bouts are the only professional boxing exhibitions regularly scheduled on Chicago television stations. The Peter Hand Brewery company for Meister Brau Beer, Chicago, is sponsoring the series.

Chicago TV Stations

Reader Mrs. John Bosak of Chicago suggests this magazine publish the phone numbers and addresses of local video stations for the convenience of viewers. Here they are:

WBKB, 190 North State. Ra 6-8210.

WGN-TV, Tribune Tower. SU 7-0100.

WNBQ, Merchandise Mart. SU 7-8300.

WENR-TV, 20 N. Wacker. AN 3-7800.

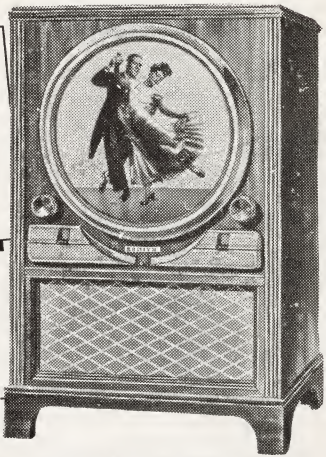
ZENITH

Giant-Picture Television

WITH NEW

Glare-Ban "Black" Tube

165
sq. in. picture
ONLY
$399.95



Relieves eye strain by reducing glare, yet increasing picture clarity 60 percent in lighted rooms! Medical authorities recommend this way to view television!

NO MONEY DOWN—TAILOR-MADE PAYMENT PLANS

Johnny's

Emergency Radio and Appliance

4439 West Madison St. **AUstin 7-2404**

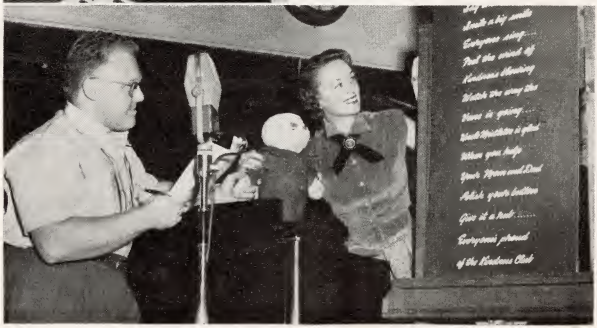
TUNE IN—COME IN! "Fun at Johnny's"—WBBM
Saturdays, 9:30-10:00 A.M.—Direct from the Store.

It's Uncle

THIS week's studio snoopings brought these behind-the-screen photos of the work that goes into a high-grade children's TV show: Uncle Mistletoe, Marshall Field and Company's video program seen on WENR-TV, channel 7.

Produced by Steve Hatos and directed by Ed Skotch (top left) in association with Foote, Cone and Belding agency, the show takes children of all ages on adventures with lovable Uncle Mistletoe and charming Jennifer Holt, who plays the role of Aunt Judy.

Before-the-show warmups at the organ (left center) are often taken with Don Heaps. In this picture are Miss



Photos by Ellingsen

Mistletoe!

Holt and Johnny Coons. Johnny executes the voice of Uncle Mistletoe. Bottom left, Johnny and Jennifer rehearse the Kindness Song, written just for children.

Above right, you'll see how many people it takes to produce Field's show; center (right) is how you see it on the screen. Puppeteer Warren Best is not shown in the photos, however cartoonists Sam Singer and Bill Newton are shown below (right) sketching on their drawing boards before the cameras.

Written by Raymond Chan, and packaged by James Saphier, Uncle Mistletoe is just the right kind of a show.

PHYSICALLY HANDICAPPED WORKERS SALUTED by WGN-TV's newsreel last week resulted in this interesting photo. Chicago viewers saw and heard a feature story filmed at the U.S. Naval Ordnance Plant in Forest Park, where important jobs are held by men in spite of disabilities.

Pictures are sometimes deceiving and here's a case in point. Seven employees of the Naval Ordnance Plant listen intently while Charles S. Gekler, WGN-TV photographer, explains the operations of his motion picture camera. Four of the seven have but one leg, two but one arm and the other suffers from paralysis of both hips as an aftermath of a long siege of polio. In spite of the disabilities, the men are among nearly 200 physically impaired persons who are employees.

Leg amputee, Clarence M. Mercer, of 936 Home Avenue, Oak Park (second from left), Gerald Ripley of 245 S. 21st Avenue, Maywood (extreme right), and Bernard Lewin of 2518 Elm Street, River Grove and John Dziergas of 2418 S. Hamlin, Chicago, all lost limbs in World War II combat and wear artificial legs.

Irwin T. Scholle, of 430 S. Monterey, Valla Park, lost his left arm in a childhood mishap and is unable to wear an artificial appendage, while Raymond Ruzalski, of 2251 W. 19th Street, Chicago, who suffered loss of his right arm during the closing weeks of ETO combat in World War II, wears an artificial arm.

Polio's ravages threatened to prevent Jack Howes, of 201 S. 19th Avenue, Maywood (second from right), from ever walking again after he was stricken in the Philippine Islands during World War II but with the assistance of a cane the husky Ordnance Worker moves about and finds the paralysis no impediment in his dispatch of bench duties at the plant.

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Trade in your small screen set for a new modern large screen receiver! We'll give you as much as $250.00 for your old set, depending on size and condition. Pick a new one from our large selection of RCA-Victor, Admiral, Philco, Zenith, Stromberg-Carlson, General Electric and Motorola receivers. GET THE BEST DEAL IN TOWN AT TELE-TRONICS!

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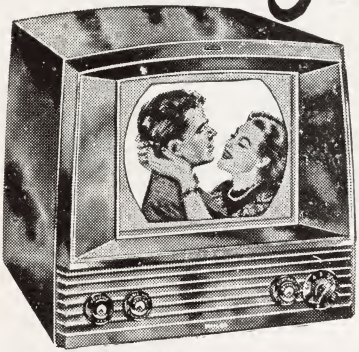
with Built-In Aerial System



In up to 8 out of 10 locations

NO AERIAL OF ANY KIND NEEDED

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Saturdays, 9:30-10:00 A.M.—Direct from the Store.

AMPHENOL INLINE ANTENNA

SINGLE BAY
INLINE
TV ANTENNA
MODEL NO. 114-005

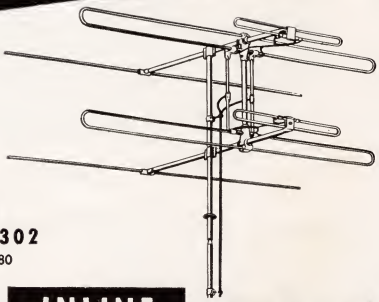
"An inferior set with a good antenna will always outperform a better set with a poor antenna." From FM-TV Magazine, June 1949.

You CAN receive a TV picture
— without an antenna
— with an indoor antenna
— with a built-in antenna

You can only receive the BEST TV picture with an AMPHENOL INLINE ANTENNA

When you buy TV you're entitled to the Best Picture

Your Distributor, Dealer or Installer will be glad to tell you of the added qualities of an Amphenol Inline Antenna.



TWO BAY
INLINE
TV ANTENNA
MODEL NO. 114-302
U. S. PAT. NO. 2,474,480

AMPHENOL INLINE ANTENNA

For Art Students—

"What is Art All About?" Gnagy Asks— TV Instructor Works Out Synthesis

Jon Gnagy, WNBQ art instructor, this week told us a number of Chicago viewers following his suggestions have developed from tyro doodlers to comparatively formidable pen-and-brush men.

Gnagy, who can be seen on channel 5 in "You Are An Artist," has been teaching art long before TV, and even now in addition to his show he conducts classes in Columbus Circle, New York.

Despite his name and the goatee that has made his face familiar to thousands of video viewers, Gnagy's story is typically American. Born in 1907 near Pretty Prairie, Kansas, Gnagy was the son of a farmer, hardware merchant and cabinet maker.

Though he had no formal instruction in art, his interest in it developed early, and he was soon illustrating his school publications. After leaving school, he entered commercial art, and after a number of years with agencies he left Kansas for New York. That was in 1931.

It was not exactly a period of lush economic activity that Gnagy has chosen for his invasion of the East. That, plus the fact that his family then numbered two children, led him to return to the field of commercial art. Here he was again spectacularly successful, and in the early '40's he was able to open his own consulting service, specializing in poster and packaging design. During the war he applied his knowledge to the development of camouflage techniques.

But again Gnagy began asking himself questions about art, and again he found that the answers escaped him. "What," he asked, "is art all about?"

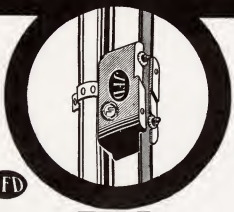
It was not a simple question to answer. He delved into physics, psychology, philosophy and biology. "I couldn't find the answers I wanted in the words of the critics with their artistic double-talk, but I did find them in a study of the correlated sciences," he says. Burning with a desire to digest his research, he moved to Palm Springs, California, where he supported himself and his

family by painting signs and doing other odd jobs, while his wife contributed her share by working in a hospital laboratory.

"I sat down and wrote out all the words I knew about art," Gnagy continues. "They didn't fit into anything I had ever read about art, but into science. I developed a chart which traces the creative process in the human mind, the expression of an inner feeling evoked by one's impressions of the material world, the expression of feelings and ideas beyond the level of words in terms of line, shape, form, color, value and texture."

Gnagy realized that a full utilization of his chart and the theory behind it would expedite the process of realization and achievement on the part of beginners in their attempts to draw and paint. His first attempt at applying his theory on a beginner was with a prominent woman summer resort executive who was in California recuperating from fatigue. The results were amazing, not only in terms of art but of therapy. She induced him to return East and teach at her resort, and again the Gnagy system worked with such success that he felt ready to open a school in New York.

PROTECT
YOUR TELEVISION SET AGAINST LIGHTNING AND STATIC CHARGES!



JFD

SAFE TV GUARD
Lightning Arrester

UL APPROVED

LISTED UNDER REXAMINATION SERVICE UL OF UNDERWRITERS' LABORATORIES, INC.

You no longer need fear lightning or static charges when your TV set is playing. The new JFD SafeTVGuard Lightning Arrester fully protects the most valuable set.

THE **ONLY** LIGHTNING ARRESTER APPROVED BY UL FOR **OUTDOOR-INDOOR** INSTALLATION!

▶ **SIMPLE TO INSTALL**...attaches to any grounded object...at any position between the antenna and the set, outdoors or indoors.

▶ **INSTALL IT YOURSELF** in a few minutes. No experience necessary.

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ONLY $2.25

JFD MANUFACTURING CO., Inc.
6123 16th Avenue,
Brooklyn 4, N. Y.

FIRST IN TELEVISION ANTENNAS AND ACCESSORIES

SERIOUS? Not for long. It's Morey Amsterdam, DuMont network's comedian. You'll see him Thursday night this week on WGN-TV, channel 9.

in person!

EDDIE CANTOR
MAD RUSSIAN ★ GUFFY
VICKEE RICHARDS ★ THE GLENNS
★ DAVID POWELL
LOU BREESE & orchestra

SATS. & SUNS., 2:30, 4:30, 7:30 and 9:30
MON. THRU FRI., 4:00, 7:30, 9:30

WORLD FAMOUS "HOUSE of MAGIC" ELECTRICAL WONDERS GALORE!

ADM. $1 incl Tax
Children 60c

October 1 thru 9
1 to 11 daily

Mail orders accepted. Enclose stamped envelope. Specify date and time of show.

TELEVISION & ELECTRICAL LIVING SHOW
Sponsored by Electric Association
COLISEUM WABASH AT 15th ST.

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WTMJ-TV PROGRAM SCHEDULE CHANNEL 3

THE MILWAUKEE JOURNAL TELEVISION STATION OCTOBER 1 THROUGH OCTOBER 7, 1949

SATURDAY, OCTOBER 1

1:00 YOUR FBI BULLETIN.
1:05 GETTELMAN PRE-GAME INTERVIEWS.
1:20 FOOTBALL.
3:50 PLANKINTON SPORTS ROUNDUP.
4:00 WILD WEST THEATER.
5:00 To be announced.
5:30 MR. JAYCEE AT YOUR SERVICE.
6:00 To be announced.
6:30 HOLLYWOOD SCREEN TEST.
7:00 ARTHUR GODFREY, CBS.
8:00 TOP NEWS IN SPORTS.
8:15 FILM SHORTS.
8:30 MOREY AMSTERDAM, DuM.
9:00 ROLLER DERBY, ABC.
10:45 LET'S LOOK AT THE NEWS.
10:47 TOMORROW'S TELEVISION.

SUNDAY, OCTOBER 2

3:00 BIBLE STORY TIME.
3:15 To be announced.
4:30 YOU'RE THE JUDGE.
4:00 FILMS FOR THE CHILDREN.
4:30 SUPER CIRCUS, ABC.
5:00 SINGING LADY, ABC.
5:30 HIGH SCHOOL QUIZ.
6:00 FRED WARING SHOW.
7:00 To be announced.
7:30 THE LITTLE REVIEW, ABC.
8:00 PHILCO TELEVISION PLAYHOUSE.
9:00 "CRUSADE IN EUROPE," ABC.
9:25 HEADLINER, ABC.
9:30 THE TELENEWS WEEKLY.
9:50 ROVING CAMERAS.
10:00 CELEBRITY TIME, ABC.
10:30 AMAZING DR. POLGAR.
10:40 TOMORROW'S TELEVISION.

MONDAY, OCTOBER 3

5:00 RADIO CITY ORCHESTRA.
5:15 CARTOON FUN.
5:45 VI AND WAGNER.
6:00 KUKLA, FRAN AND OLLIE, NBC.
6:30 THE SPORTS PICTURE.
6:45 CAMEL NEWS CARAVAN, NBC.
7:00 CHEVROLET TELE-THEATRE, NBC.
7:30 VOICE OF FIRESTONE, NBC.
8:00 COLGATE TV THEATER, NBC.
8:30 THE GOLDBERGS, CBS.
9:00 THE QUIZ KIDS, NBC.
9:30 THE GRENADIERS.
10:30 NEWS.
10:32 TOMORROW'S TELEVISION.

TUESDAY, OCTOBER 4

5:00 RADIO CITY ORCHESTRA.
5:30 YOUR LIBRARY STORY.
5:45 VI AND JERRY WAGNER.
6:00 KUKLA, FRAN AND OLLIE, NBC.
6:30 THE SPORTS PICTURE.
6:45 CAMEL NEWS CARAVAN, NBC.
7:00 TEXACO STAR THEATER, NBC.
8:00 FIRESIDE THEATER, NBC.
8:30 LIFE OF RILEY.
9:00 AMATEUR HOUR.
10:30 LET'S LOOK AT THE NEWS.
10:32 TOMORROW'S TELEVISION.

WEDNESDAY, OCTOBER 5

5:00 RADIO CITY ORCHESTRA.
5:30 MUSEUM EXPLORERS' CLUB.
5:45 VI AND JERRY WAGNER.
6:00 KUKLA, FRAN & OLLIE, NBC.
6:30 THE SPORTS PICTURE.
6:45 CAMEL NEWS CARAVAN, NBC.
7:00 ACTORS' STUDIO.
7:30 THE CLOCK, NBC.
8:00 KRAFT TELEVISION THEATER, NBC.
9:00 BREAK THE BANK.
9:30 SALUTE TO WISCONSIN.
10:00 GUESSING GAME.
10:30 NEWS.
10:32 TOMORROW'S TELEVISION.

THURSDAY, OCTOBER 6

5:00 RADIO CITY ORCHESTRA.
5:30 LUCKY PUP.
5:45 VI AND JERRY WAGNER.
6:00 KUKLA, FRAN & OLLIE, NBC.
6:30 THE SPORTS PICTURE.
6:45 CAMEL NEWS CARAVAN, NBC.
7:00 STOP THE MUSIC, ABC.
8:00 OLSEN AND JOHNSON, NBC.
9:00 "PRIVATE EYE," NBC.
9:30 WRESTLING.
10:45 NEWS.
10:47 TOMORROW'S TELEVISION.

FRIDAY, OCTOBER 7

5:00 RADIO CITY ORCHESTRA.
5:30 LITTLE AMATEURS.
5:45 VI AND JERRY WAGNER.
6:00 KUKLA, FRAN & OLLIE, NBC.
6:30 THE SPORTS PICTURE.
6:45 CAMEL NEWS CARAVAN, NBC.
7:00 "MAMA," CBS.
7:30 ED WYNN SHOW.
8:00 VERSATILE VARIETIES, NBC.
8:30 BIG TEN FOOTBALL FILMS.
9:00 BOXING, NBC.
9:45 GREATEST FIGHTS, NBC.
10:00 THE GAY RANCHERO.
10:30 NEWS.
10:32 TOMORROW'S TELEVISION.

ATTENTION, MOTOROLA OWNERS

SAVE THIS FOR FUTURE USE

10% This advertisement entitles holder to DISCOUNT ON SERVICE LABOR AND MATERIAL

PHONE- **CORNELIA 7-2666**

We are authorized by Motorola to furnish replacement parts and tubes free on Motorola receivers covered by a warranty. This offer good only in the following territory: Chicago, North of Madison St., Northshore to Glencoe. Suburban Northwest to Arlington Heights. Suburban Southwest to Berwyn.

CHICAGO TELEVISION SERVICE COMPANY

3816 W. Montrose Ave. Chicago 18

"MOTOROLA SPECIALISTS"

A "FIRST" IN TELEVISION

6:30 TONIGHT

Now you can "see" the LONE RANGER as he fights on the side of law and order. Watch the exciting thrill-packed action as the masked rider and his horse, Silver, bring justice and fairplay to the sagebrush country.

NOTE

There will be a repeat telecast of this program at 12:00 Noon Tomorrow (Sunday), and at 1:30 P.M. on Sundays thereafter.

Exclusively Over

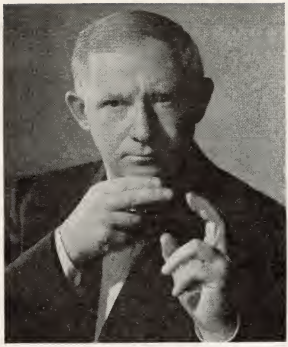
WENR-TV

Channel 7

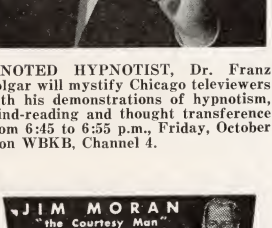
Saturday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
10:00	4	MULTISCOPE NEWS.	
12:45	5	FOOTBALL, Army vs. Penn State from West Point.	
1:10	4	WHAT'S THE SCORE.	
1:15	7	PRE-GAME PITCHES.	
	9	CHICAGOLAND NEWSREEL.	
1:20	4	FOOTBALL, Wisconsin at Illinois.	
1:25	7	BASEBALL, Cubs vs. St. Louis.	
1:35	9	CLUB KICKOFF, musical with Nancy Wright and Norm Sherr.	
1:50	9	FOOTBALL, Pittsburgh at Northwestern.	
3:30	4	FOOTBALL FLASHBACK of plays.	
	7	LAST OUT.	
3:45	4	FOOTBALL SCOREBOARD.	
4:00	9	MUSICAL SCORE. Kappy Lafell.	
4:15	9	Test Pattern.	
5:15	4	Test Pattern.	
5:30	4-9	RED BARBER'S CLUB HOUSE. Interviews with sports personalities.	
	7	SAGEBRUSH THEATER, films.	
5:45	4-9	LUCKY PUP REVUE. Review of week's adventures.	
6:15	4	FILM CARTOONS.	
	9	FILM VARIETIES.	
6:30	4-9	IN THE FIRST PERSON. Quincy Howe interviews.	
	7	THE LONE RANGER with Clayton Moore and Jay Silverheels. Ch. 3.	
6:45	4-9	BLUES BY BARGY, piano & vocal selections by Jeanne Bargy.	
6:55	4	RUTHIE ON THE TELEPHONE, written by Goodman Ace & starring Ruth Gilbert.	
7:00	4	RACING AT HAWTHORNE.	
	7	PAUL WHITEMAN'S TV TEEN CLUB. Teen-age talent perform.	
	9	SPIN THE PICTURE, quiz show with Kathie Norris and Eddie Dunn (see page 10).	
7:05	4	SERIAL: "Mystery Mountain," Ch. 12.	
7:30	4	TRAVEL TIME, films.	
7:45	4	RACING AT HAWTHORNE.	
	9	TODAY'S BALLGAME, film highlights of Cubs' game.	
7:50	4	FEATURE FILM, "Lucky to Me."	
8:00	5	*WHO SAID THAT? Robert Trout m.c.* asks the questions of John Cameron Swayze, representing NBC, and a panel of guests.	
	7	HIGH SCHOOL FOOTBALL. This is to replace the stock car auto race as announced in the WENR-TV ad on page 9.	
	9	CAVALCADE OF STARS. Jack Carter m.c. variety show. Guests: Jean Carroll, Kitty Carlisle and Tito Guizar.	
8:30	5	To be announced.	
9:00	5	MEET THE PRESS. Newspaper men discuss current topics.	
	9	WRESTLING from Marigold. Hans & Fritz Schnabel vs. Rudy Kay & Al Williams and other matches.	
9:30	4	RACING AT HAWTHORNE and NEWS.	

(Stations reserve the right to change above listings without notice)



NOTED HYPNOTIST, Dr. Franz Polgar will mystify Chicago televiewers with his demonstrations of hypnotism, mind-reading and thought transference from 6:45 to 6:55 p.m., Friday, October 7 on WBKB, Channel 4.



"YOUNG IN HEART"

Starring

Paulette Goddard

And

Doug Fairbanks, Jr.

Enjoy an "A" Feature Film with us every Sunday night!

COURTESY MOTORS

3567 W. Grand Ave., Chicago

World's Largest Hudson Dealer

Sunday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
10:00	4	MULTISCOPE NEWS.	
12:00	7	LONE RANGER, repeat of Sat. show.	
12:30	7	AMATEUR HOUR.	
1:00	4	WHAT'S THE SCORE?	
1:10	9	PLAY OF THE DAY.	
1:12	4	PLAYER INTERVIEWS.	
1:25	4, 7, 9	BASEBALL, Cubs vs. St. Louis.	
3:30	4	LUCKY FAN.	
	7	LAST OUT.	
3:40	4	SPORTS TICKER.	
3:45	7	KIERAN'S KALEIDOSCOPE.	
	9	EXTRA INNING.	
4:00	7	SUPER CIRCUS. Video's own circus.	
	9	FEATURE FILM.	
4:45	5	YOU ARE AN ARTIST.	
5:00	5	HOPALONG CASSIDY, western film.	
	7	SINGING LADY. Ireene Wicker.	
5:30	7	ACTION AUTOGRAPHS. The Shark men (Marine combat team of W.W.2) explained by Jerry Miller.	
5:45	7	SING-CO-PATION, musical.	
6:00	4	Test Pattern.	
	5	LINCOLN PARK ZOO.	
	7	HOLLYWOOD SCREEN TEST. Neil Hamilton m.c. Guest Philip Reed.	
	9	To be announced.	
6:15	4	TRAVEL TIME, film.	
6:30	4	*THIS IS BROADWAY. John Mason Brown m.c. Variety show.*	
	5	ALDRICH FAMILY, with Robert Casey.	
	7	ABC PENTHOUSE PLAYERS. "The Birth Mark" by N. Hawthorne.	
7:00	4	TOAST OF THE TOWN. Variety show with Ed Sullivan m.c.	
	5	BELIEVE IT OR NOT. Tall tales from Bob Ripley's file.	
	7	THINK FAST. Dr. Mason Gross m.c. Quiz show.	
	9	MYSTERY PLAYERS, "Easy Mark."	
7:30	5	LEAVE IT TO THE GIRLS. Maggie McNellis m.c.	
	7	LITTLE REVUE, musical with Rex Maupin's orchestra.	
	9	TODAY'S BALLGAME.	
7:45	9	NEWSREEL REVIEW.	
8:00	4	FRED WARING SHOW, with The Pennsylvanians.	
	5	*PHILCO PLAYHOUSE presents "The Queen Bee" by Edna Lee and starring Clare Luce. The story of a beautiful woman who rules her family and those about her like a tyrant.*	
	7	FILM SHORTS.	
	9	CROSS QUESTION, fictional trial.	
8:30	7	MUSIC ROOM with Jacques Fray.	
9:00	4	TRAVELOGUE with Burton Holmes, "The Grand Cayon."	
	5	GARROWAY AT LARGE with Betty Chapel, Connie Russell & Jack Haskell.	
	7	CELEBRITY TIME, quiz. Guests: Tommy Henrich and Minera Pious.	
	9	STARS OF TOMORROW.	
9:15	4	PETTICOAT PARADE and Hawthorne Racing.	
9:30	4	FIX OF THE NEWS.	
	7	FILM SHORTS.	
←	9	*COURTESY THEATER presents "Young in Heart" with Paulette Goddard, Doug. Fairbanks, Jr. and Billie Burke and Janet Gaynor.*	
10:00	7	BOWLING HEADLINERS.	

(Stations reserve the right to change above listings without notice)

You're Tuned to the Stars When You're Tuned to WNBQ

. . . top name stars

MILTON BERLE

Olsen and Johnson
Dave Garroway
Eleanor Steber and Christopher Lynch
John Cameron Swayze
Morton Downey and Roberta Quinlan
Perry Como
George Givot
Wayne King and many others

. . . the best programs

Fireside Theater • Break the Bank • Martin Kane, Private Eye • Quiz Kids • Chevrolet Tele-Theater • The Clock • Howdy Doody Walt's Workshop • Ceresota Weatherman Kraft Theater • Big Story • Old Gold Amateur Hour • Madison Square Garden Boxing • Philco Playhouse • Life of Riley • Aldrich Family • Colgate theater • and many more

KUKLA, FRAN AND OLLIE

. . . a good, clear picture always

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TRI-PAR RADIO CO.
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JEST-ER-JOKER, Milton Berle—the one on the right—is now back on WNBQ, channel 5. In case you're a new set owner, Mr. TV hisself can next be seen Tuesday, Oct. 4, together with guest stars and variety acts. You'd never know Milton was on a vacation.

SPECIAL OFFER
FOR FULL TV ENJOYMENT TAKE ADVANTAGE OF THIS SPECIAL TUNE-UP OFFER

We Will INSPECT, CLEAN and ADJUST Any Make or Size

TV Set for Only **$3.75**

THIS OFFER WILL EXPIRE
OCT. 15th . ACT NOW!!

CALL
Kildare 5-1409

Tower Television Service
3901 Neva Street
CHICAGO 34, ILLINOIS

Monday

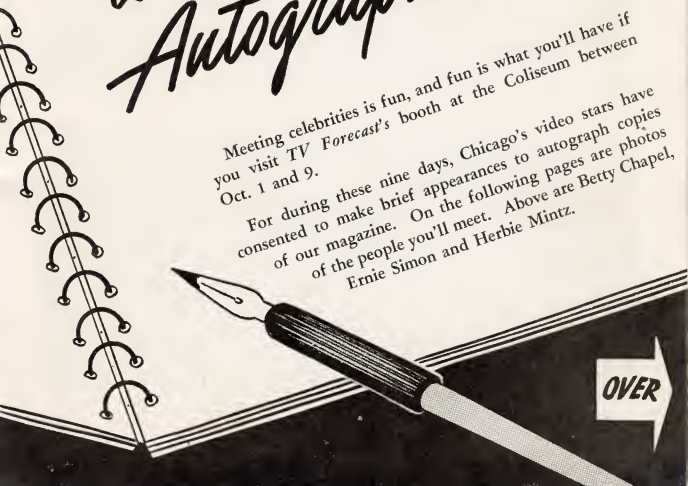
	WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
9:30	4	SECOND CUP.		
10:00	4	MULTISCOPE NEWS.		
2:00	4	TV BILLBOARD.		
3:30	5	NEWS TELECAST.		
3:45	9	FLORENCE BOURKE ELLIS reviewer.		
4:00	4	SPORTS TICKER.		
	9	WOMEN'S MAGAZINE of the air.		
4:30	5	HOWDY DOODY SHOW.		
	9	Test Pattern.		
5:30	4	LUCKY PUP (if not on 4 please refer to channel 9).		
6:00	4	COMIC CAPERS.		
	5	*KUKLA, FRAN AND OLLIE.*		
6:15	4	WRANGLER'S CLUB.		
6:30	4	CBS TELEVISION NEWS.		
	5	SHOWROOM with Morton Downey.		
	7	SERIAL: "Galloping Ghost".		
	9	CATALOG QUIZ.		
6:45	4	WINDOW SHOPPING—Pat Banks.		
	5	NEWS CARAVAN.		
	7	*UNCLE MISTLETOE—Aunt Judy (see pages 12 and 13).*		
	9	CHICAGOLAND NEWSREEL.		
6:55	4	RUTHIE ON THE TELEPHONE.		
7:00	4	SILVER THEATER. Premiere. "L'Amour the Merrier", starring Burgess Meredith and Eva Gabor. Conrad Nagel is emcee. Monthly awards will be given for supporting roles.		
	5	TELE-THEATER.		
	7	TV TOTS TIME, films for kids.		
	9	FILM SHORTS.		
7:30	4	TALENT SCOUTS—Arthur Godfrey, and professional talent.		
	5	VOICE OF FIRESTONE. H. Barlow's orchestra, guest: Thos. L. Thomas, bari.		
	7	PHOTOPLAY, with Wendy Barrie.		
	9	*THE AL MORGAN SHOW, musical.*		
8:00	4	CANDID CAMERA with Allan Funt.		
	5	COLGATE THEATER. Dramatic production.		
	7	ABC BARN DANCE with Lulu Belle and Scotty and the gang (see page 29).		
	9	THE WORLD IS YOURS travel film "Washington and Virginia."		
8:15	9	GLAMOUR BAZAAR with Estelle Compton.		
8:30	4	THE GOLDBERGS, Molly and her brood take you through family life.		
	5	THE BLACK ROBE night court.		
	7	MR. BLACK. A drama of suspense.		
	9	BOXING. Professional bouts from Marigold Gardens (see page 10).		
9:00	4	STUDIO ONE. Dramatic presentation of outstanding stories.		
	5	QUIZ KIDS, with Joe Kelly quizzer.		
	7	TV PLAYHOUSE, feature film.		
9:30	5	*WALT'S WORKSHOP with Walter Durbahn.*		
10:00	4	*ERNIE SIMON, the curbstone cutup.*		
	5	CLIFTON UTLEY and the news.		
	7	FLANA-GRAMS sports commentary.		
10:15	4	RACING AT HAWTHORNE.		
10:30	5	RESERVED FOR GARROWAY.		
10:35	5	THE WEATHERMAN. Clint Youle.		
10:45	5	BUT NOT FORGOTTEN. Herb Mintz.		
	9	CHICAGOLAND NEWSREEL.		

(Stations reserve the right to change above listings without notice)

You are invited to Our Celebrity Autograph Party

Meeting celebrities is fun, and fun is what you'll have if you visit *TV Forecast's* booth at the Coliseum between Oct. 1 and 9.

For during these nine days, Chicago's video stars have consented to make brief appearances to autograph copies of our magazine. On the following pages are photos of the people you'll meet. Above are Betty Chapel, Ernie Simon and Herbie Mintz.

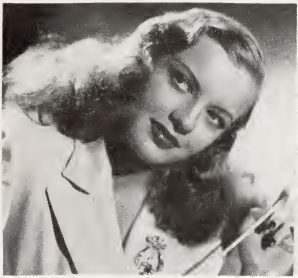


OVER

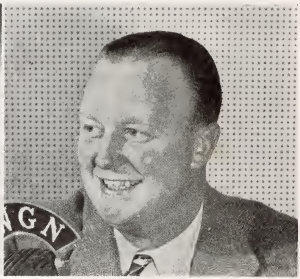
MEET THESE STARS

THE ISBELLS

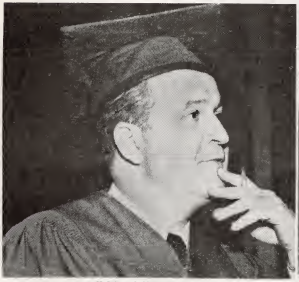
NANCY WRIGHT



MARY HARTLINE



JACK BRICKHOUSE



JOE KELLY

NAOMI COOKS

AT OUR EXHIBIT

FRAN ALLISON

BURR TILLSTROM

DAVE GARROWAY

JENNIFER HOLT

TONI GILMAN

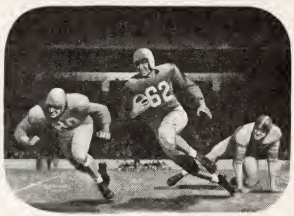
CLAUDE KIRCHENER

Tuesday

WBKB 4		WNBQ 5	WENR-TV 7	WGN-TV 9
10:00	4	MULTISCOPE NEWS.		
3:30	5	NEWS TELECAST.		
3:45	9	CHICAGOLAND NEWSREEL.		
4:00	4	SPORTS TICKER.		
	5	HOME ARTS GUILD MATINEE. Claude Kirchner, m.c.		
	9	CHICAGO COOKS, Barbara Barkley with tips for the busy housewife.		
4:30	5	HOWDY DOODY SHOW.		
	9	PLAN-A-ROOM with Paul McAllister.		
4:45	9	SILHOUETTES IN SONG with the lovely Nancy Wright on the vocals.		
5:00	9	Test Pattern.		
5:30	5	LUCKY PUP.		
	5	PET SHOP. Gail and Gay Compton.		
6:00	4	COMIC CAPERS with Don and Vera Ward and "Boo", the magic bunny.		
	5	*KUKLA, FRAN AND OLLIE, and the rest of the Kuklapolitan troupe.*		
6:15	4	WRANGLER'S CLUB.		
6:30	4	CBS TELEVISION NEWS.		
	5	SHOWROOM with Roberta Quinlan.		
	7	SERIAL: "Galloping Ghost."		
	9	CATALOG QUIZ with Eddie Hubbard.		
6:45	4	WINDOW SHOPPING—Pat Banks.		
	5	NEWS CARAVAN with J. C. Swayze.		
	7	*UNCLE MISTLETOE, with Aunt Judy and folks from Candy Lane.*		
	9	CHICAGOLAND NEWSREEL.		
6:55	4	RUTHIE ON THE TELEPHONE with Ruth Gilbert and written by Goodman Ace.		
7:00	4	SUGAR HILL TIMES, new CBS variety show with Willie Bryant, m.c.		
	5	STAR THEATER, starring Milton Berle (see page 23).		
	7	TV PLAYHOUSE, feature film.		
	9	WESTERN FEATURE FILM.		
7:45	7	KAY MORROW SHOW, fashion review.		
8:00	4	BURGESS HOBBY PARADE, with Phil Lewis as emcee.		
	5	FIRESIDE THEATER. Presents two films adopted from short stories for your pleasure.		
	7	CHICAGO BEARS QUARTERBACK CLUB.		
	9	THE O'NEILLS, domestic comedy.		
8:30	4	SUSPENSE. Dramatic production guaranteed to keep you in suspense.		
	5	LIFE OF RILEY, with Jackie Gleason as Chester A. Riley.		
	7	DR. FIXUM, tips on how to fix it. (see page 36).		
	9	THE WRESTLING from Midway.		
9:00	4	*THE CARDINAL TOUCHDOWN CLUB → with Marshall Goldberg and Bob Elson, and films of recent games.*		
	5	ORIGINAL AMATEUR HOUR, new time and station and day for this show.		
	7	TOMORROW'S CHAMPIONS, boxing.		
9:30	4	RACING AT HAWTHORNE and shorts.		
10:00	4	*ERNIE SIMON, the curbstone cutup.*		
	5	CLIFTON UTLEY and the news.		
10:15	4	RACING AT HAWTHORNE.		
	5	SESSIONS with Art Van Damme.		
10:30	4	PIX OF THE NEWS.		
	5	RESERVED FOR GARROWAY.		
	7	THE WEATHERMAN, Clint Youle.		
10:35	5	BUT NOT FORGOTTEN, Herb Mintz.		
10:45	5	FLANA-GRAMS, sports news.		
	9	CHICAGOLAND NEWSREEL.		

(Stations reserve the right to change above listings without notice)

CHICAGO CARDS
OFFICIAL FILMS ON TELEVISION



THE CARDINAL TOUCHDOWN CLUB

Beginning September 27, Fox De Luxe Beer will televise the official films of the Chicago Cardinals football games over WBKB every Tuesday night at 9:00.

Bob Elson and Marshall Goldberg, two of Chicago's top sportcasters, will provide the running commentary.

Make your plans now to sit back with a glass of Fox De Luxe Beer, and watch the Cards in action on television . . . every Tuesday night . . . at 9:00 . . . over WBKB.

Always Say

FOX DE LUXE

FAMOUS FOR QUALITY

PETER FOX BREWING CO.
Chicago, Ill.

Wednesday

WBKB 4		WNBQ 5	WENR-TV 7	WGN-TV 9
9:30	4	SECOND CUP.		
10:00	4	MULTISCOPE NEWS.		
11:15	9	CHICAGOLAND NEWSREEL.		
11:30	9	WORLD SERIES preview.		
11:45	4-5-7-9	WORLD SERIES game.		
2:00	9	EXTRA INNING.		
2:15	9	Test Pattern.		
3:30	5	NEWS TELECAST.		
4:00	4	SPORTS TICKER.		
	9	WOMEN'S MAGAZINE of the air.		
4:30	5	HOWDY DOODY SHOW. Bob Smith.		
	9	HEALTH TALKS: What is Heart Disease?		
5:00	9	Test Pattern.		
5:30	4	LUCKY PUP.		
5:45	9	SILHOUETTES IN SONG.		
6:00	4	COMIC CAPERS.		
	5	*KUKLA, FRAN AND OLLIE.*		
	9	Test Pattern.		
6:15	4	WRANGLER'S CLUB.		
6:30	4	WINDOW SHOPPING.		
	5	SHOWROOM, with Morton Downey.		
	7	SERIAL: "Galloping Ghost."		
	9	CATALOG QUIZ. A jackpot quiz.		
6:45	4	EARL WRIGHTSON SHOW, musical.		
	5	NEWS CARAVAN.		
	7	*UNCLE MISTLETOE.*		
	9	CHICAGOLAND NEWSREEL.		
7:00	4	HAWTHORNE DAILY DOUBLE followed by FRONTIER THEATER.		
	5	To be announced.		
	7	ACTOR'S STUDIO. Drama.		
	9	ARTHUR GODFREY and his friends.		
7:30	5	THE CLOCK, dramatic skit.		
	7	PHOTOCRIME with Chuck Webster as Inspector Cobb.		
8:00	4	FLOOR SHOW with Dunninger the mentalist, and Paul Winchell ventril.		
	5	KRAFT TELEVISION THEATER, "Apple of His Eye."		
	7	FILM SHORTS.		
	9	THE WORLD IS YOURS, travel film "Fascinating Holland."		
8:15	9	FILM.		
8:30	4	THIS WEEK IN SPORTS.		
	7	WRESTLING from Rainbo Arena.		
	9	SPORTS PAYOFF. Stump the experts with Jack Brickhouse m.c.		
8:45	4	RACING AT HAWTHORNE.		
9:00	4	TOURNAMENT OF CHAMPIONS, boxing.		
	5	BREAK THE BANK. Bert Parks m.c. Quiz show at new time.		
	9	STOP, LOOK AND LEARN. H. Isbell with prizes for household tips (see page 49).		
9:30	5	CARTOON OF THE DAY by Vaughn Shoemaker.		
	9	DATE NIGHT, blind dates.		
10:00	4	*ERNIE SIMON, the curbstone cutup.*		
	5	CLIFTON UTLEY and the news.		
	9	FEATURE FILM. "Devil Bat" with Bela Lugosi.		
10:15	4	RACING AT HAWTHORNE.		
	5	SESSIONS, with Art Van Damme.		
10:30	4	PIX OF THE NEWS.		
	5	RESERVED FOR GARROWAY.		
10:35	5	THE WEATHERMAN, Clint Youle.		
10:45	5	BUT NOT FORGOTTEN, Herb Mintz.		
	7	FLANA-GRAMS, sports news.		
11:15	9	CHICAGOLAND NEWSREEL.		

(Stations reserve the right to change above listings without notice)

LULU BELLE & SCOTTY

THEY'LL BE THERE—Lulu Belle and Scotty, Barn Dance stars (shown above with Jack Stilwell) promise to attend TV Forecast's Autograph party sometime during Oct. 1-9 show, being staged at the Chicago Coliseum.

"Over 50 Club"

(*Continued from page* 8)

Freak weather conditions recently enabled a number of readers to receive KLEE-TV, Texas. Following are names of persons who have viewed this out-of-town station: *Eugene Austin*, and *Leslie E. Argile*, of Chicago; *R. Gerald "Printz the Magician" Kraus* of Steger, Ill.; *Mrs. John C. Runberg* of Aurora, Ill.; *George Haensgen* of Racine, Wis.; *Karl Barton* of Calumet City, Ill.; *E. H. Rose* of Cicero,, Ill.; *Robert J. Hajek* of Riverside, Ill.; and *Richard F. Richter* of Racine, Wis.

Andy Anderson of Peoria, Ill., already a member of the Keeper's "Over 1000 Miles Club," believes he has one for the books. One evening Andy picked up both picture and sound from WNBQ, Chicago, without an antenna! Andy is a regular reader of ours who operates a TV store downstate. We know he'll want one of these membership certificates.

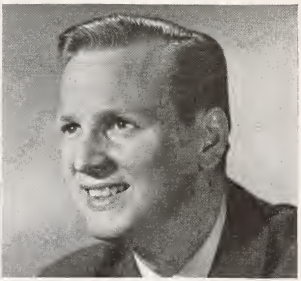
TV FORECAST PARTY

(Continued from pages 25-29)

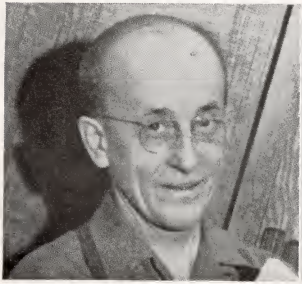
JOE WILSON

VERA WARD

EDDIE HUBBARD



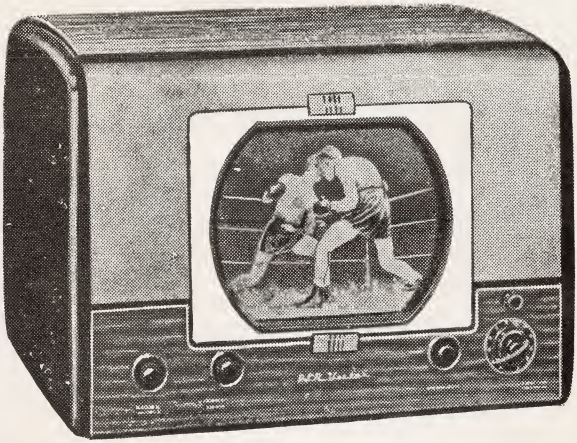
DON WARD



WALT DURBAHN

EDDIE CANTOR

RCA VICTOR



RCA Victor 9T246

Anniversary Model

Here's RCA Victor's sensational, new Special Anniversary Model selling at the lowest price ever for Eye Witness Television. You get brilliant, *locked in tune* pictures on the new, wider, 61-square-inch screen. You get *all* the famous RCA Victor features that have made Eye Witness Television America's favorite. The new cabinet is something beautiful... its graceful lines, attractive grille cloth and deep maroon color make it an object of simple beauty. Ask us for a demonstration **$199.95**

Emergency Radio and Appliance

4439 West Madison St. **AUstin 7-2404**

TUNE IN—COME IN! "Fun at Johnny's"—WBBM
Saturdays, 9:30-10:00 A.M.—Direct from the Store.

TV Forecast for October 6, 1949

Thursday

WBKB 4		WNBQ 5	WENR-TV 7	WGN-TV 9
10:00	4	MULTISCOPE NEWS.		
11:15	9	CHICAGOLAND NEWSREEL.		
11:30	9	WORLD SERIES PREVIEW.		
11:45	4-7-9	WORLD SERIES game.		
2:00	9	EXTRA INNING.		
2:15	9	Test Pattern.		
3:30	5	NEWS TELECAST.		
4:00	4	SPORTS TICKER.		
	5	HOME ARTS GUILD MATINEE.		
	9	CHICAGO COOKS. B. Barkley m.c.		
4:30	5	HOWDY DOODY, with Bob Smith.		
	9	INDIVIDUALLY YOURS.		
4:45	9	Test Pattern.		
5:30	4	LUCKY PUP (if not here please tune in channel 9).		
5:45	9	SILHOUETTES IN SONG.		
6:00	4	COMIC CAPERS.		
	5	*KUKLA, FRAN AND OLLIE.*		
6:15	4	WRANGLER'S CLUB.		
6:30	4	CBS TELEVISION NEWS.		
	5	SHOWROOM, with Roberta Quinlan.		
	7	SERIAL: "Galloping Ghost."		
	9	CATALOG QUIZ, telephone quiz.		
6:45	4	WINDOW SHOPPING.		
	5	NEWS CARAVAN.		
	7	*UNCLE MISTLETOE.*		
	9	CHICAGOLAND NEWSREEL.		
6:55	4	RUTHIE ON THE TELEPHONE.		
7:00	4	FRONT PAGE. Adventures of Walter Burns (by John Daly) and Hildy Johnson (by Mark Roberts) as editor and reporter. Characters created by Ben Hecht and Charles MacArthur.		
	5	HOLLYWOOD PREMIERE. Talent showcase from the west coast. Films.		
	7	STOP THE MUSIC. Can you tell them the name of the "Mystery Tune"?		
	9	SPELL WITH ISBELL, spelling bee.		
7:30	4	INSIDE U.S.A. Peter Lind Hayes m.c. Talent lineup very uncertain. Variety show.		
	5	MARY KAY AND JOHNNY, comedy.		
	9	FILM.		
8:00	4	ED WYNN SHOW, premiere (see page 7).		
	5	FIREBALL FUN FOR ALL. Olsen and Johnson show.		
	7	CRUSADE IN EUROPE. Chapter 23. "Victory's Aftermath."		
	9	MOREY AMSTERDAM SHOW, variety show from mythical cafe.		
8:25	7	HEADLINER, news story of the week.		
8:30	4	RACING AT HAWTHORNE, and films.		
	7	STARRING BORIS KARLOFF, mystery, drama of horrors and suspense.		
	9	WRESTLING from Madison AC.		
9:00	4	MIDWEST VIEWPOINT.		
	5	MARTIN KANE, private eye, starring Wm. Gargan.		
	7	ROLLER DERBY. Joe Hassel & Ken Neidel announcers.		
9:15	4	FILM SHORTS.		
9:30	5	WAYNE KING SHOW, with Nancy Evans and Harry Hall, singers.		
9:45	4	RACING AT HAWTHORNE.		
10:00	4	*ERNIE SIMON, the curbstone cutup.*		
	5	CLIFTON UTLEY and the news.		
	7	PLANA-GRAMS, sports news.		
10:15	4	RACING AT HAWTHORNE and news.		
	5	SESSIONS, with Art Van Damme.		
10:30	5	RESERVED FOR GARROWAY.		
10:35	5	THE WEATHERMAN, Clint Youle.		
10:45	5	BUT NOT FORGOTTEN. Herb Mintz.		
	9	CHICAGOLAND NEWSREEL.		

(Stations reserve the right to change above listings without notice)

Skip's Quips Bore Some, Please Others

Have been wanting to "comment" on Skip Kostman for some time. After reading your article, I got the needed lift to do so. He is really awful. George Bauer was a perfect MC on the Beauty Contest.

Chicago, Ill. **MRS. G. H. CURRY**

Sir:

. . . Smart boy (Skip Kostman) and his corny jokes . . .

Benton Harbor, Mich. **DOROTHEA M. ANDAMS**

Sir:

Chub McCarthy is all wet when he says Skip Kostman's clever gags spoil the beauty contest on Thursdays. As a matter of fact I think Kostman is a natural comic and should be an emcee of a show similar to Milton Berles's!

Chicago, Ill. **ALLEN ALBERT**

Sir:

We're all fed up with Chub McCarthy's weekly gripe session. Can't understand why you don't give McCarthy the heave-ho and sign up his mother-in-law.

Chicago, Ill. **DANIEL J. MANELLI**

Sir:

Why print just those comments against Godfrey. Maybe more of us who say he's our No. 1 choice should write. We can't stand watching that "stage boy" R. Q. Lewis, and therefore haven't watched any of the show these past few weeks; Godfrey's return will be a cause for celebration in our house! His natural, easy wit and humor are most relaxing.

Calumet City, Ill. **K.J.B.**

Sir:

Why not more and better movies for the children in the early evening.

Chicago, Ill. **G. L. INLANDER**

Sir:

I, too, would like to have some of the better evening shows re-shown on film during the day. My husband works nights and can only enjoy television on week-ends.

Cicero, Ill. **MARTHA SLADEK**

Friday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
10:00	4	MULTISCOPE NEWS. As we go to press the National League pennant winners have not been decided. If Brooklyn has won, there will be a game today and please refer to our early Thursday schedule. If St. Louis has won the following afternoon schedule will be in force.	
3:30	5	NEWS TELECAST.	
3:45	9	CHICAGOLAND NEWSREEL.	
4:00	4	SPORTS TICKER.	
	9	WOMEN'S MAGAZINE OF THE AIR.	
4:30	5	HOWDY DOODY SHOW.	
5:00	9	Test Pattern.	
5:30	4	LUCKY PUP.	
6:00	4	COMIC CAPERS.	
	5	*KUKLA, FRAN AND OLLIE.*	
6:15	4	WRANGLER'S CLUB.	
6:30	4	CBS TELEVISION NEWS.	
	5	SHOWROOM, with Morton Downey.	
	7	SERIAL: "Galloping Ghost."	
	9	CATALOG QUIZ.	
6:45	4	AMAZING DR. POLGAR, hypnotist.	
	5	NEWS CARAVAN.	
	7	*UNCLE MISTLETOE.*	
	9	CHICAGOLAND NEWSREEL.	
6:55	4	RUTHIE ON THE TELEPHONE.	
7:00	4	MAMA, domestic comedy adapted from the book "Mama's Bank Account."	
	5	HOPALONG CASSIDY.	
	7	NATIONAL PRO-HIGHLIGHTS, pro-football plays on films.	
	9	FLIGHT TO RHYTHM. South American musical variety show.	
7:30	4	MAN AGAINST CRIME, mystery drama.	
	7	BLIND DATE, Arlene Francis m.c.	
	9	BIG TEN FOOTBALL. Wilfred Smith and Jack Brickhouse narrate.	
8:00	4	FORD THEATER, dramatic presentations.	
	5	VERSATILE VARIETIES. Geo. Givot m.c. Boyd & Boyd, dancers; Lionel Wilson, comedian, and Paulette Sisters, vocalists.	
	7	MAJORITY RULES, quiz show with Tom Morre as emcee.	
	9	THE WORLD IS YOURS, travel film.	
8:15	9	FILM.	
8:30	5	LIGHTS OUT, mystery drama. A woman dreams of death.	
	7	FUN FOR THE MONEY, quiz.	
	9	SPORTS QUIZ, with J. Brickhouse.	
9:00	4	PEOPLES' PLATFORM, current topics discussion.	
	5	BOXING BOUTS.	
	7	OUR GAL TONI. Disc jockey show.	
	9	AMATEUR BOXING from Madison.	
9:30	4	TRAVEL FILMS.	
9:45	4	RACING AT HAWTHORNE.	
	5	GREATEST FIGHTS OF THE CENTURY, Louis vs. Godoy.	
10:00	4	*ERNIE SIMON, the curbstone cutup.*	
	5	TOUCHDOWN CLUB. Highlights of top football games on film.	
	7	FLANA-GRAMS, sports news.	
10:15	4	RACING AT HAWTHORNE and news.	
10:30	5	RESERVED FOR GARROWAY.	
10:35	5	THE WEATHERMAN, Clint Youle.	
10:45	5	BUT NOT FORGOTTEN, Herb Mintz.	
	9	CHICAGOLAND NEWSREEL.	

(Stations reserve the right to change above listings without notice)

CHICAGO'S BEST SPORTS COVERAGE

Wednesday, Oct. 5th
11:45 a.m.
World Series
8:30 p.m.
Sports Payoff

❖

Thursday, Oct. 6th
11:45 a.m.
World Series
8:30 p.m.
Wrestling from Madison Arena

❖

Friday, Oct. 7
7:30 p.m.
Big Ten Football
8:30 p.m.
Sports Quiz
9:00 p.m.
Amateur Boxing

NEW! CROSLEY

GIANT SCREEN 16" PICTURE TUBE

Master Showman Console

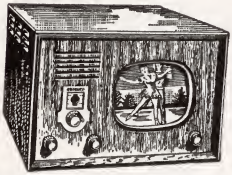
all-channel television with static-free FM sound and full-range FM radio

This big 16" direct-view **CROSLEY** *console has the expanded French Oval picture. Prism-tuning viewer is a special feature.*

After small down payment pay as little as..... **79¢** A DAY

BIGGEST BARGAIN IN ENTERTAINMENT HISTORY

Large, bright, steady pictures, separate full-range FM radio and compact Carrollton cabinet of glowing mahogany veneer. After small down payment, pay as little as..... **49¢** A DAY



***SEE THE COMPLETE LINE of* CROSLEY PRODUCTS**

At Booths 50 & 51

National Television & El. Living Show

COLISEUM—Oct. 1-Oct. 9

WHOLESALE DISTRIBUTORS:

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1728 So. Michigan Ave. **Phone WAbash 2-3250**

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CITY-WIDE INSTALLATION and SERVICE OF ALL STANDARD TELEVISION RECEIVERS

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OFFICIAL DUMONT SERVICE AGENCY

●

CENTRAL TELEVISION SERVICE

"The Only Thing We Sell Is Service"

3730 NORTH SOUTHPORT **EAstgate 7-9500**
CHICAGO 13, ILL.

Will TV Affect the Motion Pictures? These Men Say Yes

Many Chicagoans differ in the discussion of the future of TV and the motion picture industry. With the question, "How Will Television Affect the Motion Pictures?" asked of radio network officials, screen stars, picture directors and tele-set manufacturers, the major conclusion reached is that each industry will continue to flourish side by side.

Paul Raiborn, Paramount pictures executive, says: "We have learned that during the first few months after a television set comes into the house, radio listening practically disappears while television is on, and that all other forms of relaxation and amusement, including automobile riding and the reading of books, magazines and newspapers, decreases 20 to 30 percent."

Says Walter Abel, chairman of the Screen Actors Guild TV committee: "Whereas the public bought its entertainment wherever it chose, and whatever kind it chose, television will now give it free. This is the revolution in show business, visual entertainment, paid for by advertising."

Mark Woods, President of ABC and WENR-TV, Chicago, says: "Television can affect motion pictures adversely if the movies ignore it, disregard its vast potentialities, miss its challenge, for television does offer to the motion picture industry one of the greatest challenges it has ever had. Today the television industry looks to the motion picture field to provide it with a large part of the vast quantity of entertainment which television needs.

"Television will most certainly offer strong and constant competition for audience attention. That will be a challenge to Hollywood to produce better pictures," Mr. Woods adds.

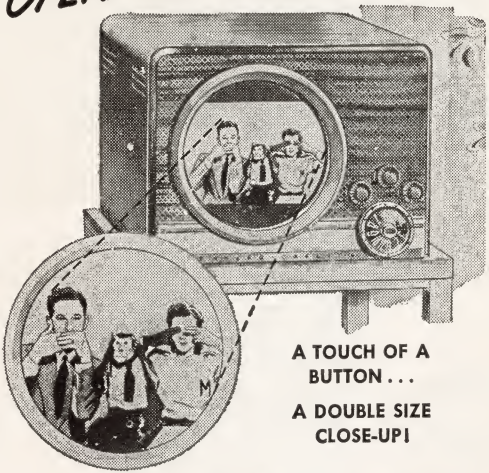
DR. FIXUM (Art Youngquist) shows actor Ed Prentiss a household trick. You can catch him Tuesday nights on WENR-TV, channel 7. Pop may not like the idea, but maybe you can hogtie him.

Life of Riley

Jackie Gleason will star in "The Life of Riley," when it bows on TV over WNBQ, channel 5, on October 4. The show will be filmed in Hollywood and telecast from New York.

STROMBERG-CARLSON

"OPERA GLASS TUNING"



A TOUCH OF A BUTTON . . .

A DOUBLE SIZE CLOSE-UP!

Manhattan $249.95

• This is television's newest magic! Double the center of interest of a big 61 square inch picture at the touch of a button! You've never seen anything like it—and you get it in this new Manhattan at the lowest price yet for Stromberg-Carlson quality. Wood cabinet in smart mahogany veneers.

NO MONEY DOWN—TAILOR-MADE PAYMENT PLANS

Johnny's

Emergency Radio and Appliance

4439 WEST MADISON ST. **AUSTIN 7-2404**

TUNE IN—COME IN! "Fun at Johnny's"—WBBM

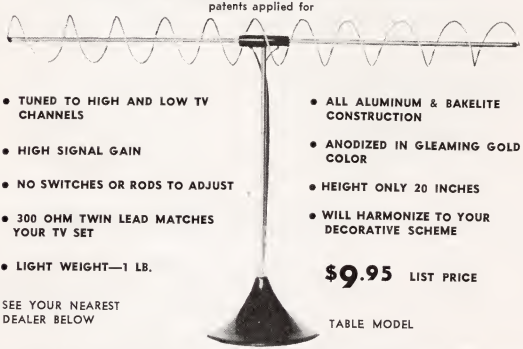
Saturdays, 9:30-10:00 A.M.—Direct from the Store.

Your Television Set Is No Better Than the Antenna Used

For best television reception, the antenna should be mounted outside and as high as possible so as to be in line with the transmitting antenna. Many television set owners who live in apartment houses have landlords who will not allow an antenna to be placed on the roof, therefore, an indoor antenna is the only solution to their problem. One of the better of these is the Hi-Lo indoor antenna, inasmuch as there is no adjustments other than orientation required, because it is a pretuned antenna. It is tuned to both the high and low television transmitting bands. It is being used most effectively in a 15 to 25 miles radius of the telecasting antenna, however, greater distances have been attained. This light weight and inexpensive antenna is suitable for apartment dwellers because it can be moved about the room with ease. Since receiving conditions are different in one place than they are in another, the only way to get your television set to work properly is to try it out in several places in your house. Ghosts can be reduced or eliminated simply by orienting the Hi-Lo antenna about the room. Engineers assert your television receiver is no better than the antenna used.

HI-LO INDOOR TV ANTENNA

patents applied for



- TUNED TO HIGH AND LOW TV CHANNELS
- HIGH SIGNAL GAIN
- NO SWITCHES OR RODS TO ADJUST
- 300 OHM TWIN LEAD MATCHES YOUR TV SET
- LIGHT WEIGHT—1 LB.

- ALL ALUMINUM & BAKELITE CONSTRUCTION
- ANODIZED IN GLEAMING GOLD COLOR
- HEIGHT ONLY 20 INCHES
- WILL HARMONIZE TO YOUR DECORATIVE SCHEME

$9.95 LIST PRICE

SEE YOUR NEAREST DEALER BELOW

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3286 N. Milwaukee PA 5-1412

VAHEY TELEVISION SALES
5837 N. Milwauke Ave. RObney 3-3400

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BENSON MUSIC INC.
5225 W. Chicago Ave. AU 7-2020

CHAMBERS RADIO & TELEVISION
3546 N. Ashland Ave. BUckingham 1-7373

ABBOTT TELEVISION & RADIO CO.
104 S. Ridgeland Ave., Oak Park Ill.
Village 7076

A paid advertisement

NEVER BEFORE SO MANY COSTLY FEATURES AT SUCH ECONOMICAL PRICES as in RAYTHEON 20/20 TELEVISION!

$279.95

THE CONSOLETTE with 12½" Super-Circle Screen

Raytheon's Super-Circle gives you *extra* viewing area . . . 110 square inches in the stunning Consolette Model in Raytheon's 20/20 TeleVISION line for 1950. Built-in aerial . . . one-touch tuning for *both* sound *and* picture . . . provision for UHF and Color Converter . . . are all sensational new Raytheon features. Ask for free home demonstration!

BELMONT RADIO CORPORATION

Subsidiary of Raytheon Manufacturing Company

Britons Pay $8 Tax, But Enjoy Telecasts Free of Commercials

By BETTY JANE STEARNS

To the children of the American Advertising Age it comes as something of a surprise that nothing is packaged at the Television home at Alexandra Palace. Nothing, that is, except good entertainment.

No scripts lie at the mercy of advertisers, no British children worry about what little Orphan Annie will do after her next glass of Ovaltine, and no one knows the terror of missing a giveaway phone call.

Average Mr. and Mrs. John Bull, who own one of London's 150,000 TV sets sit down to watch their favorite programs in front of a machine that looks much like yours, and receive a picture that is just as clear (American definition is 450 lines, British 405 lines).

However, beyond the price of the TV set, Britons pay $8 a year for a video receiving license! The most surprising thing about British TV is not that telecasting covers only about three hours daily, but that BBC-TV does not plan to increase its schedule.

Alexandra Palace is no cradle for the animation of Portia facing life, and the TV owners of Great Britain are not expected to wash, iron, read the the evening paper, or belch at the screen between bridge hands, whisky and tap water.

"We sit down to television," said one BBC-TV spokesman, "We make an occasion of it. It is hard enough for us to plan three hours of *good* entertainment a day, without attempting to schedule a full 12 hour program such as you Americans attempt."

Telecasting from Alexandra Palace includes one hour in the morning between 10 and 11, given over to demonstration for the radio business; an hour between 3 and 4; and in the evening an hour and one-half between 8:30 and 10.

Programs are planned for a proper balance of comedy, drama, music, outside broadcasts, and talks. An interesting weekly schedule is the work of some 25 regular directors and a substantial number of guests. BBC-TV presents from two to three full-length plays each week, and finds that these productions are probably the most popular of their programs.

About a fifth of telecasting time is taken up with sporting events such as cricket matches and tennis at Wimbledon. BBC-TV's telecast of the Olympic games naturally made international news, and they are constantly experimenting to perfect these outside events. The Thames boat races were covered this year by what BBC thinks are the "World's first floating cameramen."

Highlighting last month's schedule was the live transmission of the Marquis de Duevas Ballet, a well-known European troupe that had just finished a successful Covent Garden engagement. Unfortunately the production of such spectacles is hampered by the problem of space at Alexandra Palace. Neither of BBC-TV's two studios were large enough to house both dancers and orchestra, so that the conductor was forced to sychronize music and dancing via a concealed TV receiver he used as a monitor!

There is little doubt, however, that despite the physical drawbacks of Alexandra, the quality of British television is at all times on a level and frequently superior to the US brand. With the philosophy of good entertainment for the sake of good entertainment—what a difference between our goal of entertainment for the sake of soap or coal —and with talented directors and actors they cannot help but surpass us.

ABOUT THE AUTHOR

Just back from Britain and France, Girl-About-Europe Betty Jane Stearns writes this exclusive series for TV Forecast. A University of Chicago graduate now engaged in advertising and writing, Miss Stearns reports on TV Abroad and invites Americans to compare local programs.

SHIP'S REPORTER

Jack Mangan, Ship's Reporter, can be seen and heard this Sunday at 7 p.m. on channel 4, WBKB. A former actor, Mangan is now in the role of interpreting news as it happens.

Playgoers may recall seeing him in "Blind Alley," and the "Prince of Liars," shown on Broadway. Although preparation of his telecast keeps him busy seven days a week, Mangan still manages to keep up-to-date on theater activity as a partner in the vagabond players, Lake Summitt Playhouse, Hendersonville, N.C. This is the summer theater that served as a springboard for such stars as Jennifer Jones, Robert Walker, and Kim Hunter.

During the war, Jack served in the army, attached to the AEF in Algiers and Tunis. He was also a member of the Psychological Warfare team broadcasting allied propaganda to Europe.

"Gay Rancheros" Bows

South of the border enthusiasts will want to view the new participation show, "The Gay Rancheros," a weekly half hour program of Pan-American music, songs and dances on WTMJ-TV, Milwaukee. Jose Mayol is the star.

An Author, As Well

Paul Tripp, star of CBS-TV's "Mr. I. Magination," is the author of the popular children's musical story, "Tubby the Tuba."

This evening as you relax and enjoy yourself, may we suggest your favorite drink, made with smooth, mellow King Whisky? We think you'll like it very much, for King lives up to its famous maker's 79-year-old family tradition for fine Kentucky whisky. King's Friendly Flavor is the result of its 40% straight whiskies*—blended with the finest grain neutral spirits. Order from your favorite liquor store now.

KING America's Premium Blend

BROWN-FORMAN DISTILLERS CORPORATION
At Louisville in Kentucky

* **KING BLACK LABEL.** Blended Whisky. 40% straight whiskies; 60% grain neutral spirits. 86 Proof.
OLD FORESTER. 100 Proof. Bottled in Bond. Kentucky Straight Bourbon Whisky.

TERMAN TELEVISION SALES

RCA VICTOR

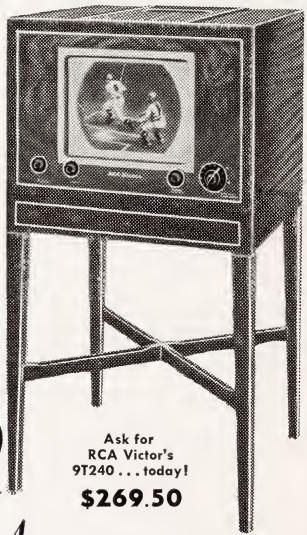
EYE WITNESS TELEVISION

Bigger Picture... 61 Sq. inches!

Easy to Operate!

Locked in tune Pictures!

New Consolette Base Available!



Ask for RCA Victor's 9T240 . . . today!

$269.50

A lot of water has passed under the bridge since we've been able to offer you such a bargain as this. Now you can get RCA Victor Eye Witness Television with the new, high, wide and handsome pictures (61 sq. in.) at a price so low we still have to look twice to believe it!

All three showrooms open Monday and Thursday eves until 10 P.M.

TERMAN TELEVISION SALES

On the Northwest Side:
3618 Milwaukee Avenue SPring 7-6100

On the South Side:
2115 East 71st Street BUtterfield 8-7043

DON'T BE A TINKER!

SEE YOUR NEAREST SERVICEMAN ON THIS PAGE

CHICAGO

central

RADIOELECTRIC
SALES AND SERVICE
3624 W. North — DIckens 2-6728

near north

FRITZEL RADIO AND
TELEVISION LABORATORIES
454 West North Ave. — MIchigan 2-7100

AMERICAL
RADIO SERVICE
1362 N. Sedgwick — MOhawk 4-2300

north

CHAMBERS
RADIO AND TELEVISION
3546 N. Ashland Ave. — BUckingham 1-7373

CHICAGO
ENGINEERS FOR TELEVISION
2638 West Devon Ave. — HOllycourt 5-7524

northwest

PRECISION
TELEVISION SERVICE CO.
3441 W. Montrose — COrnelia 7-2225

TELEVISION
SERVICE COMPANY
3124 W. Montrose — INdependence 3-8000

south

AMERICAN
RADIO LABORATORY
6321 S. University — FAirfax 4-9000

west

EXPERT RADIO &
TELEVISION SERVICE
15 S. Austin — Phone: ESterbrook 8-0656

SUBURBS

evanston, ill.

BECKERS
801 Dempster St. — UNiversity 4-1640

gary, ind. and vicinity

STREIGHT
TELEVISION REPAIR
118 W. 5th — Gary 6864

oak park, ill.

TOM HARRIGAN, INC.
442 W. Madison St. — AUstin 7-1220
EUclid 6-6300

southern cook county

B & H
RADIO SALES & SERVICE
60 East 154th St. — Harvey 400

whiting, ind.

RADIO CENTER
1542 119th St. — Whiting 307

wilmette and northshore

AIR VISION, INC.
1185 Wilmette Ave. — Wilmette 6050

Ground FOR TV

Some rules on the holding of television parties from a formerly gregarious couple who have now retired to a prune farm in South America.

1. SEATING. The comfortable yet durable overstuffed chairs in the front row are reserved for members of the immediate family and for guests over 80 years of age or 230 pounds. Tolerable seating is available in the second row (fragile dining-room chairs) and third row (folding chairs from a War Surplus Store). Sitting on the piano is prohibited for all guests except those named Lauren Bacall.

2. PICTURE QUALITY. Guests will refrain from their first hot impulse to tamper with brightness, clearness, focus or volume. If, after 60 minutes, the picture still appears excessively bright or morbidly dim, and your eyeballs have rolled back into your head, grope your way to the door. Carefully avoid marring of furniture.

3. REFRESHMENT. Under no circumstance will the proprietor of the family, or her husband, be shamed or subverted into injecting a coarse material aspect into the entertainment by serving

Rules..... GUESTS

any form of liquid nourishment. The shaker is conveniently located beneath the mess of squeezed limes in the kitchen.

4. COMPARISONS. We have no pathological interest in the names, makes, or locations of TV sets that a) have larger screens, b) produce clearer pictures, or c) are easier on the eyes. Of this set we simply state 1) it has been installed, 2) it has been paid for, 3) it hides perfectly the large dent in the wall left by your children during that recent visit.

5. PROGRAM TERMINATION. A simple majority of the immediate family, plus the house servant, will determine by vote when to turn off the set. This will be accomplished by manual turning of the button, not by the hurling of large objects across the room.

6. COMMENT. Comments such as "that telecast would be allowed on the screen only in a tavern home . . ." should be reduced to well-mannered, short grunts.

WE HEREBY AGREE TO THE ABOVE CONDITIONS AND PROMISE FAITHFULLY TO OBEY ON PAIN OF BEING OSTRACIZED FROM THIS HOME.

SIGNED

.....

.....

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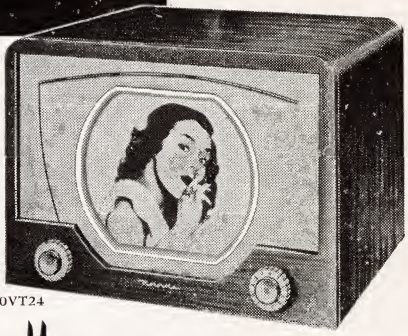
.....

large screen
low price television



MODEL 10VT24

only Motorola

gives all these features at a new low price

$189.95

- 10" BROADVIEW SCREEN Brighter, steadier pictures!
- Pro-tekt-o-seal keeps dust and moisture sealed from tube
- Simplified controls a child can operate!
- New BILT-IN-TENNA . . . no installation in "good signal" areas
- Smart furniture-styled mahogany cabinet!
- Automatic Gain Control for "NO FADE" pictures!
- Automatic Brightness Control eliminates "flicker"!
- Target Tuning guarantees "on the beam" tuning of both sound and picture with a single control!

Emergency Radio and Appliance

4439 West Madison St. **AUstin 7-2404**

TUNE IN—COME IN! "Fun at Johnny's"—WBBM
Saturdays, 9:30-10:00 A.M.—Direct from the Store.

TALK ABOUT SAVING $$!

~~$39.95~~

Adjustable floor model for all console receivers. Just store it away when not in use. Wide angle view. For up to 19" screens—complete with stand . . .

Now! Reduced to

$19.95

Available Table Model or Floor Stand

I considered trading for a larger size screen until I read about this terrific bargain. And I didn't give them a chance to change their offer. You just can't pass up this famous nationally advertised magnifying lens, offered DIRECT to you at a FACTORY PRICE. This lens will double, even triple the size of your picture, give more clarity and a wide angle view. Now, enjoy large screen television at a—GIVE AWAY PRICE.

Don't Miss this Opportunity

MARSHALL DISTRIBUTORS

Rm. 654, HArrison 7-1035

224 SO. MICHIGAN AVE: CHICAGO 4, ILLINOIS

Please ship me at once one TELEVISION SCREEN ENLARGER for screen size.....at your special low price of $19.95. ☐ Check, ☐ Money Order enclosed. If I am not fully satisfied you agree to refund my money in full upon return of the lens in good condition within 5 days.

☐ FLOOR STAND ☐ TABLE MODEL

NAME .....

ADDRESS .....

CITY..... STATE.....

No C.O.D. orders

ONLY TISA* MEMBERS
OPERATE UNDER THE TISA CODE OF ETHICS

1. Continuous study to keep abreast of this fast moving profession.
2. Conscientious effort to perform the ultimate in service.
3. Complete honesty in dealing with all elements of the industry; the set owner, manufacturer, distributor, dealer and the telecaster.
4. Procurement and use of test equipment and tools of the latest design to assure rapid, high quality service.
5. Maintenance of established standards.

COOPERATING MEMBERS

A West Side Television Service
5732 West Madison Street AUstin 7-5454

Aide Sound & Radio Service Corp.
3135 West 59th Street PRospect 6-6575

Central Television Service
3730 North Southport Ave. EAstgate 7-9500

Chelten Television
2903 East 79th Street ESsex 5-3450

Dealers Radio & Television
816 West 58th Street WEntworth 6-4040

Emergency Radio
4439 West Madison Street AUstin 7-2404

Kent Engineering Company
6250 S. Spaulding Ave. WAlbrook 5-7212

Radio City
5659 South Halsted Street ENglewood 4-5557

Suburban Radio
605 Hillgrove Avenue LaGrange 3935
LaGrange, Illinois

Television Engineers, Inc.
1539 West Harrison Street TAylor 9-4200

Television Technicians, Inc.
131 North Green Street MOnroe 6-5748

Van Treese Engineering Company
1451 West 63rd Street WAlbrook 5-0610

Video-Tronics, Inc.
5424 North Clark Street LOngbeach 1-4059

*TELEVISION INSTALLATION SERVICE ASSOCIATION

DON'T MISS BOOTH #24 AT THE NATIONAL TELEVISION & ELECTRICAL LIVING SHOW

TV QUEEN CONTESTANTS—You'll see these early entrants in the 2nd Annual TV Show beauty contest at the Coliseum this week. Pictured above are Helen Olson, Miss Dutch Brand, Lillian Kugach from Motorola, Jane Laurie, Miss Hollywood, Joyce Thoresen, Miss Crosley, Josephine Kreuger and Florence Collins, both from Motorola. Winner will receive many glamorous prizes, including a video screen test and contract.

NEW TV SPORTSCASTERS, Jim Britt, Mel Allen and Vince Lloyd describe collegiate football for Chicago fans this season. Britt and Allen cover games for DuMont's network, including WGN-TV and WBKB's telecast of Notre Dame games. Lloyd is assigned Northwestern, Illinois and Wisconsin home games. He's a channel 9 announcer.

STOP, LOOK & LEARN—It's Harold Isbell again, checking the fabulous hats the girls have made on his hilarious WGN-TV show. The household experts have their say while Uncle Harold, Aunt Marie and the judges rate prize-winning suggestions. Dial channel 9, Monday for this show.

BIGGEST TV Forecast

- - Peep at Future

This week's issue of *TV Forecast* is the biggest edition yet published. It contains advertisements from some of Chicago's most outstanding business firms, and should be a handy guide or reference for owners of TV sets.

You'll want to subscribe for a whole year of programs and features, if you're a new set owner. And here's why: the editors are planning additional features for the children, a phonograph record review column, a bookcorner for TV bugs and exclusive guest writings by some of the most outstanding stars in video.

Next week Betty Jane Stearns writes of her trip through Alexandra Palace, and interviews with women in British television. Subsequent articles will take readers on Betty's junket through France, and a visit to Paris studios.

No other magazine in the midwest offers an exclusive TV publication for set owners. If friends have just purchased a set, send them a gift subscription. They'll want to read about the future of television this fall.

"Voice of Firestone"

The "Voice of Firestone," featuring the voices of America's top concert singers, is a new regular NBC television network simulcast viewed Monday evenings over WNBQ, channel 5. Howard Barlow leads the orchestra; Hugh James is the program's announcer.

HANDY SUBSCRIPTION FORM

TV Forecast
185 N. WABASH AVE.
CHICAGO I, ILLINOIS

☐ 2 YEARS $5

☐ 1 YEAR $3

☐ Remittance Enclosed ☐ Bill Me

Please allow 2 weeks for processing of subscription

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PHONE NO._____

GETTING IN

The Last Word

By CHUB McCARTHY

Been wondering how much to pay for TV service?

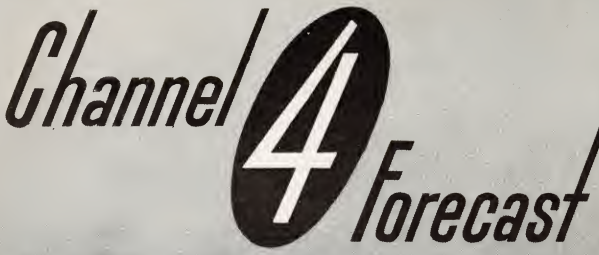
After hearing of a few isolated cases where some over-eager gyp boys (now out of business) charged sky-high rates for an average installation, old man McCarthy got mad and decided to investigate conditions for himself.

You can do the same, if you have weeks to spend. Here's what I found out. First I put the names of more than a dozen TV service houses in a hat, closed my eyes, and picked out one. It was Tower Television Service at 3901 North Neva, a typical service company. I learned this bit of information after checking and rechecking. Found out the average house call runs about five bucks, including the first hour of service. Only experienced TV men are sent out.

Good servicemen make it a practice to check your warranty data on cash calls. If they carry a 1 year service policy with the customer, all parts are replaced at no charge, including the picture tube!

Outside installations of antennae usually run around $25 in Chicago, about $35 in the suburbs, including antenna and instructions to the owner. Inside installations average $5, however this price does not include the anntenna.

You should expect good service from the TV service company in your neighborhood. The men are usually on the job until 9 p.m. each evening, and like everyone else would like Sundays off, but in extreme emergencies—which you and I have experienced—top flight organizations will come to your rescue. It pays to get good service. It means only one thing: enjoyment of your video receiver.



Toast of the Town
with
ED SULLIVAN
7:00-8:00 p.m.
EVERY SUNDAY

Ed Wynn
"THE PERFECT FOOL"
Premiere Showing
8:00-8:30 p.m.
THURSDAY,
OCT. 6

Silver Theatre
Premiere Showing
7:00-7:30 p.m.
MONDAY, OCT. 3

World Series
and
Football
CALIFORNIA VS. WISCONSIN
SATURDAY, OCT. 8

*

BALABAN & KATZ TELEVISION THEATRE

NEVER has so much listening pleasure been offered for SO LITTLE

"THE SYSTEM OF THE FUTURE"

RCA VICTOR "45"

only $12.95

$1 down
$1 weekly!

Plays through your present set!

This changer brings into your home the amazing 45 rpm system, the new wonder of the world of music! Completely automatic changer—world's fastest! Plays through your present set!

- **Plays the amazing 100% distortion-free 45 rpm records!**
- **Plays up to 10 records at one touch of a button—up to 50 minutes of music!**
- **Easier loading! No posts or clamps to adjust.**
- **No storage problems—all records are convenient 7-inch size! (Can play as long as ordinary 12-inch!)**
- **Non-breakable records! Wear up to ten times longer.**
- **Virtually no surface noise!**

. . . and 45 rpm records are *low in cost!* Red Seal classics only 95¢, all others, 65¢ (plus excise tax).

You can get more than 1000 45 rpm record titles *right now!* Others pouring out all the time!...featuring "the stars who make the hits..." and "the world's greatest artists..."! Get *the system of the future* NOW at this low price—enjoy unmatched listening pleasure!

RCA

SEE YOUR FAVORITE RCA VICTOR DEALER

"HIS MASTER'S VOICE"

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